Catalyst and 4in10 Network programme

Delivery & evaluation report

superhighways

harnessing **technology** for **community** benefit

Outputs

| Session	Attendees
Using data better	16
Putting your postcode data on a map	13
Charts with Excel & Datawrapper	14
Social media 101	12
Canva for infographics	13
Online fundraising best practice	4
Elevating your online presence	8
Measuring digital success	7
Grand Total	**87**

Two additional workshops delivered under Trust for London funding & linked to the London Challenge Poverty campaign 4 in 10 lead on:
- Getting the message across
- 10 ways to share
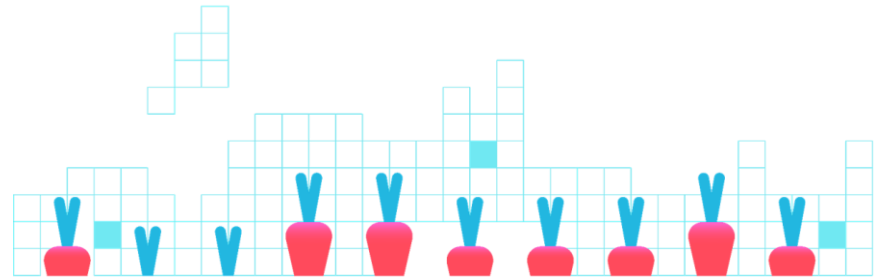
Engagement

- 160 bookings
- 91 attendees (42% no shows)
- 43+ unique organisations
- 18 organisations attending more than one session (12 attending 2, 4 attending 3, 1 attending 4 and 1 attending 5)
- 56% organisations are members of 4in10 network (approx.)
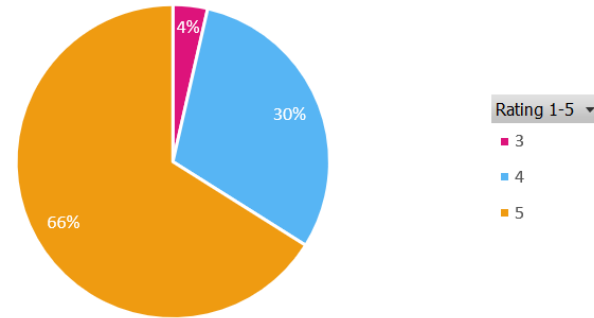- 5+ organisations access follow on one to one support
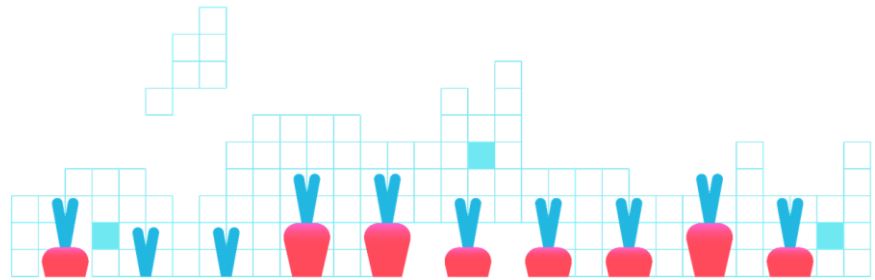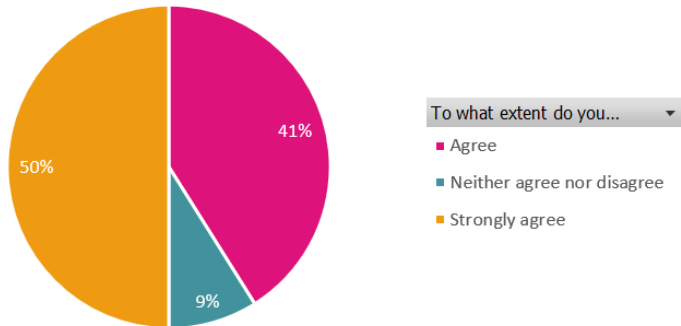
Session evaluation (n=56 64% response rate)

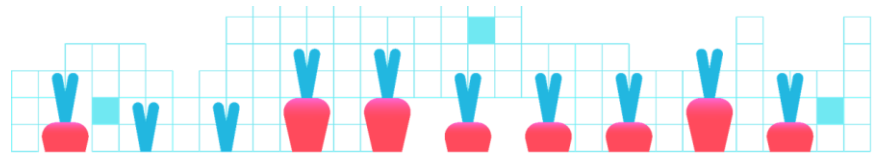## How useful was the online session to your work

2%
16%
82%

How useful was the online...
- 1 Not useful
- 2 Somewhat Useful
- 3 Very Useful
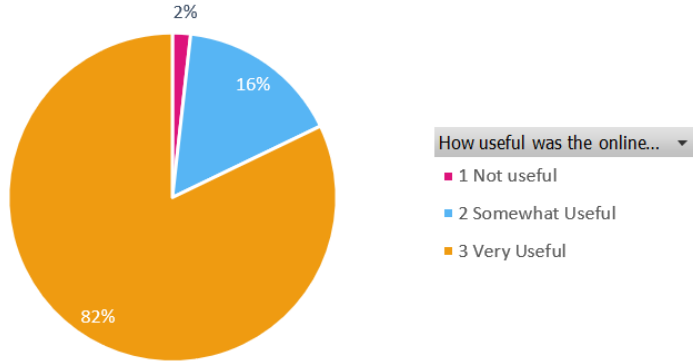
Overall session rating on a scale of 1 (lowest) – 5 (highest)

4%
30%
66%

Rating 1-5
- 3
- 4
- 5

This session has increased my ability to help members of my community

41%
9%
50%

To what extent do you...
- Agree
- Neither agree nor disagree
- Strongly agree

Had you heard of The Catalyst before?

16%
7%
77%

**Had you heard of The...**
- No
- Yes
- (blank)
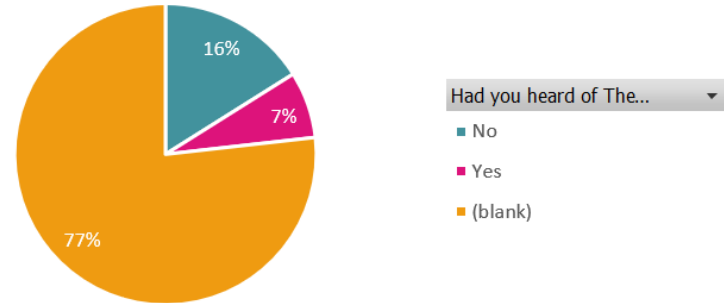
What was most useful?

- Learning about existing datasets and tools to find insights to further our policy and influencing work. The worksheets to review internal data too

- Such a useful range of tools to be aware of. The fact that we had to try and use them as part of the training helped to illustrate how simple they are, and will be helpful in terms of remembering.

- Time built in to practice and particularly the opportunity to share and view other participants designs.

- The examples used throughout helped me to brainstorm how I would put the ideas into practice.

- Understanding what data I can collect from social media and how to use this data as a benchmark to work on

- Generic advice is difficult to apply to our broad audience so any specific examples really help to understand how the advice can be actioned

How will what you have learned make a change to your work for your organisation?

- My organisation in partnership with other local organisations will be participating in the Challenge Poverty Week and today's training has helped me to think of the type and usage of data we will be collecting. On a personal level, it has helped me see data collection, analysis and usage is much more than a task necessary for funders impact report but very useful in the design and implementation of projects

- It will support our work in having a visual map of the changes we make to the families we work with

- I will use this for my project. Doing audio clips with our new partners and single parents accessing our services
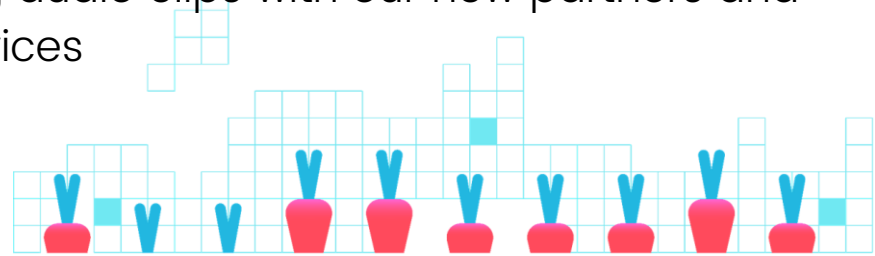
How will what you have learned make a change to your work for your organisation?

- It will be helpful in terms of planning community outreach and service delivery, as well as helping us to understand who we are reaching and to demonstrate our reach impact

- It's made me start to think about sharing survey results, etc. on our website

- Enable us to test out new ways to tell our story and impact

- More confident to use canva for future projects and to present data

- I do monthly reports for our donors and will definitely be able to apply the knowledge learnt today to make those reports more impactful

- I plan to use our learning to refine our social media strategy; in particular being clearer about our goals and target audience
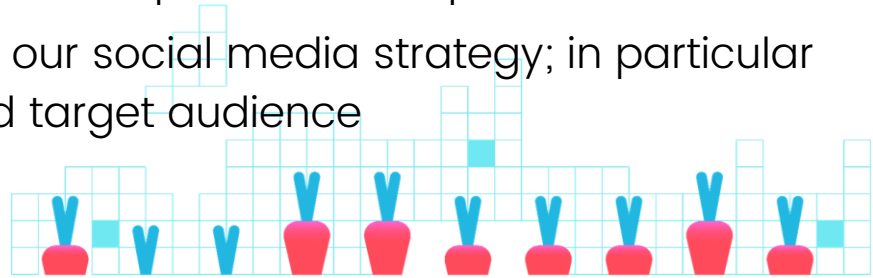
Let us know one specific action you will take next

- We will map the postcodes of the families we're already supporting, alongside our session locations and use this to inform how we communicate with families

- I will discuss today's training with other members of the group and assign data collection and analysis tasks to individuals

- Using Canva to create graphics for social media for London challenge poverty week

- Building a separate donations page on our website (not just a button); then also editing it to make it stand out aesthetically

- I will look at external data to better understand our target audience, our local community, and how we can tailor our communications for them

Issues to consider

- I think it was a great session and it has left me with lots to think about. The focus on London specifically of course means that some of the resources are not available/useful for charities just outside of London (Leatherhead)
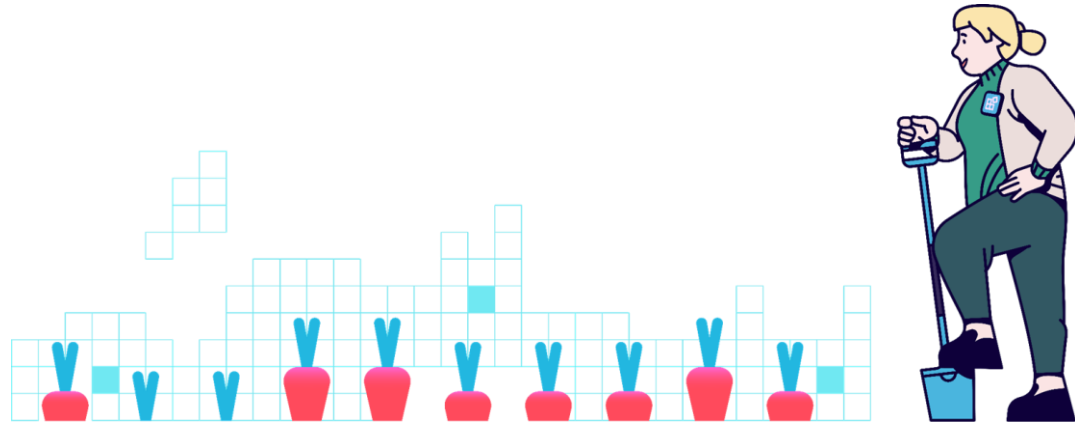
Further training & support needs

- Excel x 11
- Canva x 5
- Social Media x 4
- SEO x 2
- Storytelling x 2
- Audio digital tools x 2
- Marketing
- Websites
- Facebook paid advertising
- Analytics in more depth

- Improve how to write questionnaires
- Data collection tools
- Campaigns and policy work
- Identifying trends
- Power BI & tableau
- Tools for wellbeing and confidence indicators
- Setting up a CRM database
- Mapping PCN neighbourhoods
- Using ONS data